



# Pure Sport: Practical Sport Psychology

*John Kremer, Aidan P. Moran*

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*Are you "only as good as your last game"?*

*Is it really just a matter of "keeping your eye on the ball"?*

*Pure Sport: Practical Sport Psychology* explains in everyday language the whys and wherefores of contemporary sport psychology – pinpointing what works and what doesn't when it comes to performance enhancement.

As the title suggests, *Pure Sport* goes back to basics by highlighting practical concerns for those who are involved with competitive sport at every level – from junior club to international élite. Drawing on their considerable experience as both academic researchers and applied sport psychologists, the authors present a powerful array of techniques for channelling and harnessing mental skills with the goal of improving sporting performance. The interventions that they describe have all been tried and tested in competitive settings, but here, for the first time, the psychological techniques underlying them are brought together in a single volume that uniquely blends sound theory with good practice.

Liberally sprinkled with practical examples, evocative photographs and clear diagrams, *Pure Sport* is essential reading for anyone with an active involvement or interest in sport. It will help coaches, teams and sports people alike to develop their mental edge and so realise their true potential in sport and through sport.

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